



# THE JHARKHAND GAZETTE EXTRAORDINARY PUBLISHED BY AUTHORITY

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**No. 235**

**30 Chaitr, 1938 (S)**

**Ranchi, Thursday, 20<sup>th</sup> April, 2017**

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## URBAN DEVELOPMENT AND HOUSING DEPARTMENT

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Notification

18 April, 2017

**No– 01/Mu.Astha (Vividh)/34/2016/Na.Vi.Aa/2678--** In Exercise of the Power conferred by Section-590 of Jharkhand Municipality Act, 2011, the Governor of Jharkhand hereby makes the following regulation –

1. Short Title and Commencement. –

- (i) This Regulation shall be called the ‘Jharkhand Local Bodies Advertisement Regulation, 2017.
- (ii) It shall come into force on the date of publication in the official Gazette.

2. Definitions –

- (i) “Act” means the Jharkhand Municipal Act, 2011 (07 of 2012);
- (ii) “Advertisement” means any word, letter, model, sign, placard, board, notice, device, or representation whether illuminated or not, in the nature of and employed, wholly or in part, for the purpose of advertisement, announcement or direction and includes any

hoarding or similar structure used or adapted to be used for the display of advertisement;

- (iii) “advertising” means the act or process of displaying an advertisement;
- (iv) “billboard/hoarding” means an OMD (Outdoor Media Device) with large space for advertisement in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building;
- (v) “building line” means the line up to which the plinth of a building may lawfully extend on the side, which abuts the street or an extension of a street or a strip of land earmarked or reserved for future construction of street and such line is mentioned in the approved plan or co-ordination plan or the scheme by the Jharkhand Municipality Authority having jurisdiction or power;
- (vi) “carriageway” means the width of the road where vehicles are free to move without any obstructions;
- (vii) “commercial building” means a building used or constructed or adopted to be used or intended to be used wholly or partially for business purpose;
- (viii) “control area” means the geographic area including airspace in the jurisdiction of the Urban Local Bodies in master plan;
- (ix) “display” means an advertisement being visible to public;
- (x) “gantry” means a structure erected across a road and usually fabricated of metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road with an advertisement on the face opposite to the direction of traffic;
- (xi) “Indian Road Congress or IRC” means the applicable Indian Road Congress codes, regulations made and directions issued there under, from time to time;
- (xii) “interested party” means any person who has in terms of these regulation submitted an application or submitted comments or an objection or made representation in respect of any such application;
- (xiii) “intersection” means the same level junction where two or more roads are either meeting or crossing,
- (xiv) “electronic hoarding”-means an OMD, with display made from LED (Light Emitting Diode) or LCD (Liquid Crystal Display) or any other electronic source, to display running text, displays and informational messages from computer programs and software or any other means;
- (xv) “National Building Code of India or NBC” means the National Building Code of India, 2005 and regulations made there under;

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- (xvi) “OMD” means an Outdoor Media Device as set out in bye-law 13;
  - (xvii) “owner” means an applicant who may be an individual, registered charitable organization, firm, partnership, or a company incorporated under the Companies Act, 1956 (Companies Act 2013 any statutory modification, amendment or re-enactment for the time being in force and any rules notified as applicable) or any department of the Government for installing OMD for advertising;
  - (xviii) “public building” means and include a building used or constructed or adopted to be used either ordinarily or occasionally, as a place of public worship, a theatre, hostel, Government office, public hall, public concert room, public lecture room, public exhibition or as a public place of assembly or occasionally for any similar purpose;
  - (xix) “public place” means any place which is open for the use of the public;
  - (xx) “public street” means a road, street or through fare or other Right of Way to which the public has a right of access or which is commonly used by the public and includes any portion of a Right of Way of public street including a footpath;
  - (xxi) “registering entity” means any owner or self advertiser seeking permission for installing an OMD or having an intent for display of advertisement;
  - (xxii) “Right of Way or RoW” means the full width of a public street between building lines across such public street including the median, carriageway, service road, shoulder and footpath/sidewalk and the air space above it;
  - (xxiii) “road traffic sign” means any road traffic sign and traffic signal as contemplated in the IRC or any applicable Act;
  - (xxiv) “self advertising” means owner who is doing self advertising in their own shops, establishment, building, land.
  - (xxv) “self advertising” means advertisement displayed in terms of bye-law 10;
  - (xxvi) “street furniture advertisement” means an advertisement displayed on any public facility or structure which is not primarily intended for advertising and includes a seating bench, plant box, footpath litter bin, pole-mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain etc. of appropriate size and shape serving the functional requirement of such street furniture with advertisement either directly pasted/affixed or in the form of a panel;
  - (xxvii) “Structural Engineer” means a person who is a graduate in Civil Engineering of a recognized Indian or Foreign University or corporate member of Civil Engineering Division of the Institute of Engineers of India or equivalent Institute, with a minimum of three years of experience in structural engineering practice in designing structure and field work qualification in structural engineering;

- (xxviii) “structural stability certificate” means a certificate issued by a Structural Engineer;
- (xxix) “third-party advertising sign” means any OMD other than self advertising;
- (xxx) “temporary advertisement” means an advertisement/OMD displayed for a maximum period of thirty days for any forthcoming event including entertainment events, festivals, mela, trade fair, conferences, road shows, but excluding self advertising;
- (xxxi) “trailer advertising” means an OMD mounted on a trailer, bicycle or vehicle, which is stationery or moving with the sole purpose of advertising;
- (xxxii) “urban design” means the actions of conceiving and managing the special and aesthetic characteristics of urban space between and around buildings, road including physical elements that make up the streetscape and the combined visual effect of building facades and other structure;
- (xxxiii) “wall wraps” means advertisement pasted/affixed on glass/surface of a building which has been used as architectural feature to cover/from façade/used as wall of a building.

### **3. Application for Registration:**

1. Both owners and Self Advertiser shall seek permission for installing an OMD from the Municipal Commissioner/Executive Officer/Special Officer by registering themselves with Urban Local Bodies using online process as laid out in Annexure 1.
2. Registration shall be valid for a period of five years from the date of registration.
3. The registering entity shall deposit such registration fee as the Urban Local Bodies may, specify, by an order, from time to time.

### **4. Process for Registration :**

1. Before registration, the Municipal Commissioner/Executive Officer/Special Officer shall ensure that:
  - (i) the registering entity, any one of its directors, owners, proprietors, partners have not been debarred by Urban Local Bodies or any other Government agency for undertaking advertising business;
  - (ii) The registering entity, any one of its directors, owners, proprietors, partners do not have any outstanding dues with Urban Local Bodies
  - (iii) Such approval shall be provided by Municipal Commissioner/Executive Officer/Special Officer within thirty days of submission of application.
  - (iv) The registering entity has not defaulted in paying tax in respect of advertisement.
2. After ensuring the facts as mentioned above, the Municipal Commissioner/Executive Officer/ Special Officer shall issue a unique identity number to a registering entity.

3. The Municipal Commissioner/Executive Officer/Special Officer shall complete the process of registration process within thirty days and shall issue an approval as set out in **Annexure 2**.
5. **Approval of OMD's**
  1. Application for any OMD shall be made by registering entity by submitting information in terms of Annexure 3.
  2. The application form shall be accompanied with the following:
    - (i) license fee as the Urban Local Bodies may, specify, by an order, from time to time, which shall be non-refundable and non-adjustable in any manner whatsoever;
    - (ii) an undertaking that the registering entity is solely responsible for all acts/deeds towards display of advertisement
    - (iii) a drawing showing the locality plan, in color, indicating the proposed position (GPS coordinates) of the OMD and the distances in relation to any other structures, building, OMD situated within a radius of twenty five meters from the proposed OMD;
    - (iv) complete specifications showing the dimensions of the OMDs and locations;
    - (v) the design and the structure of the OMDs certified by a Structural Engineer, certifying and safety aspects from the point of view of its foundations which can bear extreme wind conditions, earthquakes, soil bearing capacity.
    - (vi) If a proposed OMD is to be attached to, or displayed on, the façade of a building, an graphical presentation showing elevation and measurements of the building, and the detailed measurements and position of the proposed OMD and the position of every existing OMD on the building or as specified by the Municipal Commissioner/Executive Officer/Special Officer, from time to time.
    - (vii) any other information in the application form (Annexure – 3), updated by the Municipal Commissioner/Executive Officer/Special Officer from time to time.
6. **Evaluating & scrutiny of application:**
  1. While evaluating an application for OMD, Municipal Commissioner/Executive Officer/Special Officer shall ensure the following:-
    - (i) that the application is in compliance with these regulation and the Act;
    - (ii) that the application shall not be in contravention of any directives of an Court;
  2. The Municipal Commissioner/Executive Officer/Special Officer, in its sole discretion, reserves its right to accept or reject any application.

3. An approval shall be for a maximum period as set out below and as detailed in Annexure 5;
  - (i) Type A and Type B : Equal to the agreement period between Urban Local Bodies and the concerned Agency;
  - (ii) Type C, Type D : 1 years;
  - (iii) Type E : As specified on case to case basis;
  - (iv) Type F : As specified on case to case basis;
  - (v) Type G/Self Advertising: 1 Years;
  - (vi) Type I : 1 years; and
  - (vii) Type J: 1 years.
4. The Municipal Commissioner/Executive Officer/Special Officer, after following due process shall within thirty days, in writing or electronically, notify its decision to the applicant as per format attached as Annexure 4.
5. The license fee shall be payable to Municipal Commissioner/Executive Officer/Special Officer within seven days of issuance of Letter of Intent (LOI).
6. Any permission granted by Municipal Commissioner/Executive Officer/Special Officer pursuant to evaluation of an application, shall not be withdrawn by the owner prior to at least three months.
7. Where the registering entity proposes to make any change in the approved application, an additional license fee equal to one quarter license fee (higher of succeeding or preceding quarter) shall be payable by the registered entity to the Urban Local Bodies for makings any changes. Such approval shall be valid for period as set out in bye-law 6(3).
8. All existing OMDs shall comply with these regulation within a period of six months from the date of notification of these regulation.

**7. Exception :**

No approval granted in terms of these regulation have effect that:

- (i) any person is exempted from any provisions of any other law applicable to advertising.
- (ii) any person is exempted from the provision, requirements and applicability of the Jharkhand Prevention of Defacement of Property Act, 1987 (5 of 1987);
- (iii) the owner of an OMD is exempted from its obligations to ensure that such advertisement is designed, erected, completed, displayed and maintained in

accordance with the provisions of these regulation and any other applicable law including safety and security of public at large.

**8. Withdrawal & Amendment:**

1. Municipal Commissioner/Executive Officer/Special Officer may withdraw an approval granted or amend any condition or impose a further condition in respect of such approval if, in the opinion of the Municipal Commissioner/Executive Officer/Special Officer, the OMD concerned:-
  - (i) is or has, as a result of a change to the nature of the environment or the amenity of the neighborhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence;
  - (ii) constitutes, or has become, a danger to any person or property;
  - (iii) is obscuring a critical and aesthetically important natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance,
  - (iv) is or has become prohibited in terms of these regulation or any other law;
  - (v) is the part thereof falls either through an accident or any other cause;
  - (vi) have any addition made to it except for the purpose of making it secure under the direction of the Municipal Commissioner/Executive Officer/Special Officer;
  - (vii) have any changes thereof;
  - (viii) upon the building or structure or property demolished or destroyed; and
  - (ix) relates to any other site/location, as may be decided by the Municipal Commissioner/Executive Officer/Special Officer, Urban Local Bodies in public interest, safety, aesthetics etc.
2. Prior to taking any decision mentioned in bye-law 8(1), Municipal Commissioner/Executive Officer/Special Officer shall issue notice to the registering entity, informing about its proposed decision. The registering entity within seven days of the date of notice may make written representations concerning the proposed decision.
3. In case of partial or complete withdrawal of permission by Municipal Commissioner/Executive Officer/Special Officer, registering entity shall have to remove or amend within seven days the OMD at his risk and cost and refund of the balance amount of license fee shall be given to the owner within 30 days of such withdrawal.

4. The Municipal Commissioner/Executive Officer/Special Officer shall give reason in writing for its decision on receipt of a representation from registering entity.

**9. General requirements for OMD:**

1. After approval, OMD shall not be altered, removed, re-erected or upgraded, other than for maintenance work which may be required for the upkeep of an OMD, without prior written approval of the Municipal Commissioner/Executive Officer/Special Officer.
2. Every power cable and conduit containing an electrical conductor for the operation of an OMD shall be so positioned and attached so that it is not unsightly.
3. No OMD shall be connected to any electricity supply without the prior written permission of the electricity supply authority/power distribution company and such permission shall, on request by an authorized official, be presented to them by registering entity of the OMD concerned.
4. The electrical connections and components in all the OMDs shall be in accordance with relevant Bureau of Indian Standards (BIS), Indian Electricity Rules and designed to ensure there is no safety or traffic risk.
5. Generators which are running on diesel/petrol/kerosene or any bio fuel causing noise. Air or water pollution shall not be allowed for providing power for illumination of any OMDs.
6. The registering entity of the OMD shall ensure that disposal of any type of material including media for display is disposed of as per the Environment Protection Act, 1986 and other applicable laws/rules/regulation.

**10. Self Advertising:**

1. Self Advertiser shall follow the provisions of these regulation for purpose of self advertising, however in following cases, Self Advertiser shall be exempted from payment of any fee other than registration fee:-
  - (i) relating to a public meeting, to an election to Parliament, Legislative Assembly, Urban Local Bodies or to candidature in respect of such election;  
(can be installed on only authorized spaces identified/ earmarked by the Municipal Commissioner/Executive Officer/Special Officer.)
  - (ii) if exhibited within the window of any building if the advertisement relates to the trade, profession or business carried in that building; or
  - (iii) relating to the trade, profession or business carried on within the land or building upon or over which such advertisement is exhibited or to any sale or letting of



- such land or building or any effects therein or to analyze, entertainment or meeting to be held on or upon or in the same; or
- (iv) relating to the name of the land or building upon or over which the advertisement is exhibited, or to the name of the owner or occupier of such land or building; or
  - (v) relating to the business of a railway administration and is exhibited within any railway station or upon any wall or other property of the railway administration; or
  - (vi) relating to any activity of any department of the State Government or Union of India or the Urban Local Bodies but excluding Board/Corporations;
  - (vii) on a property where a building, swimming pool, tennis court, paving, fencing of garden landscaping or any other structure is in the course of being constructed, erected, carried out or altered and on which the activity concerned is described and the name of any architect, contractor or consultant concerned in such activity is displayed and the branch of the industry or the profession involved in specified;
  - (viii) media device for hawkers;
  - (ix) handcarts; and
  - (x) cycle rickshaws.

## **11. Prohibited Area:**

1. In addition to any other prohibition, expressed or implied, in these regulation, no person shall erect, maintain or display and OMDs or advertisements on:
  - (i) national parks, district forests and natural water bodies;
  - (ii) any wall posters, cloth banners and wall paintings;
  - (iii) building of archaeological, architectural aesthetical, historical or heritage importance;
  - (iv) statues minarets or pillars of heritage importance;
  - (v) areas classified as remnant endangered regional ecosystems;
  - (vi) specific no advertisement zones/areas notified by the Municipal Commissioner/ Executive Officer/Special Officer from time to time; and
2. No person shall deface or cause to be defaced any device, mark letter or words that may have been put up by the Urban Local Bodies on the permitted OMDs/advertisements by the Urban Local Bodies; any contravention thereto shall be punishable under the Jharkhand Prevention of Defacement of Property Act, 1987 (5 of 1987); and the Jharkhand Local Bodies Advertisement Regulation, 2017.

3. In addition to any other prohibition, expressed or implied, in these regulation, the Municipal Commissioner/Executive Officer/Special Officer shall take necessary action to modify or remove the following advertisement or OMDs showing or expressing:

- (i) nudity;
- (ii) racial advertisements or advertisements propagating caste community or ethnic differences;
- (iii) advertisement promoting drugs, alcohol, cigarette or tobacco items;
- (iv) advertisement propagating exploitation of women or child;
- (v) advertisement having sexual overtones;
- (vi) advertisement depicting cruelty to animals;
- (vii) advertisement depicting any nation or institution in poor light;
- (viii) advertisement casting aspersion on any brand or person;
- (ix) advertisement banned by any law;
- (x) advertisement glorifying violence;
- (xi) lottery tickets, sweepstakes entries and slot machines related advertisements;
- (xii) destructive devices and explosives depicting items;
- (xiii) any psychedelic, laser or moving displays;
- (xiv) advertisement of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- (xv) advertisement which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- (xvi) advertisements which may be obscene or contain pornography or contain an “indecent representation of women” within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;
- (xvii) advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code 1860; and
- (xviii) any other items considered inappropriate and notified from time to time by the Municipal Commissioner/Executive Officer/Special Officer.

12. **OMDs on property of Municipal Corporation:** The Urban Local Bodies shall, from time to time identify locations and property within its jurisdiction, to allow new OMDs and prepare or up-date the master plan of outdoor media, simultaneously.

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13. **Format of Outdoor Media Devices (OMD):** OMDs shall be classified as per details set out in Annexure 5 and with permissible dimensions set out in **Schedule 1.**
14. **License Fees and Advertisement Tax:**
- (1) The license fees in terms of section 172 (3) of the Act shall be payable by the owner in advance on annual basis at such rates as the Municipal Commissioner/Executive Officer/Special Officer may, specify, by an order, from time to time.
  - (2) In case of removal of advertisement by Municipal Commissioner/Executive Officer/Special Officer on account of reasons attributable to Urban Local Bodies, pro-rata amount shall be credited to the owner.
  - (3) In addition to the license fee, the registered entity shall deposit bank guarantee of an amount equivalent to the quarterly license fee payable to the Urban Local Bodies in advance, valid for license period.
  - (4) The license fee shall be applicable immediately on notification of these regulation on all OMDs including existing OMDs as the Municipal Commissioner/Executive Officer/Special Officer may, specify, by an order, from time to time.
  - (5) Tax on Advertisement in terms of section 173 (3) shall be paid by the owner of the OMD in addition to the license fee, at a rate as may be determined by Urban Local Bodies from time to time.
  - (6) Tax on Advertisement will be paid in advance on half yearly basis. Payment for first half yearly must be done by 30<sup>th</sup> April and second half yearly by 31<sup>st</sup> October.
  - (7) If not paid within then 1% interest per month will be charged.
15. **Inspections:-**
- (1) The Municipal Commissioner/Executive Officer/Special Officer or an officer nominated by him shall for any purpose relating to the implementation and enforcement of these regulation, carry out an inspection of any OMD.
  - (2) The Municipal Commissioner/Executive Officer/Special Officer or an officer nominated by him, shall before the commencement of, or during an inspection, at the request of the registering entity, produce written confirmation of his appointment as a nominated officer empowered to carry out inspections for the purpose of these regulation.
  - (3) An officer nominated by the Municipal Commissioner/Executive Officer/Special Officer shall carry out the inspection with respect to “Outdoor Advertising Media Device Audit form” as notified by the Municipal Commissioner/Executive Officer/Special Officer, from time to time.

**16. Maintenance of OMDs and removal of unauthorized advertisements:**

- (1) Subject to provisions in these regulation, -
  - (i) the registering entity is responsible for maintaining the device and surrounding area so that it does not become unsightly or deteriorate to such a degree that it is in conflict with any provision of these regulation;
  - (ii) an owner shall carry out at least once in three months inspection of an OMD with a view to satisfying himself that it has been properly maintained and forthwith carry out any necessary maintenance resultant upon such inspection.
- (2) The registering entity shall ensure that an information plate (minimum size of one feet by one feet) with the embossed logo of Urban Local Bodies providing details of approval of Municipal Commissioner/Executive Officer/Special Officer and details of the OMD, as required by Municipal Commissioner/Executive Officer/Special Officer , are displayed and maintained in good condition at all times. Failure to do so shall result in penalty as specified in the Act.
- (3) If in the opinion of Municipal Commissioner/Executive Officer/Special Officer, and OMD is in a dangerous or unsafe condition or has been allowed to fall into a state of disrepair or is in conflict with any requirement of these regulation, Municipal Commissioner/Executive Officer/Special Officer shall serve a notice on the registering entity to remove/ maintain the OMD, within the specified period and registering entity shall be required to comply thereof or take suitable action.
- (4) If the Municipal Commissioner/Executive Officer/Special Officer is of the opinion that an OMD constitutes an imminent danger to any person or property, it shall without serving, or if such a notice has been served but not complied with within the period specified therein, remove/maintain the OMD.
- (5) The cost incurred for the removal and storage of an OMD, and any other costs incurred by the Urban Local Bodies as contemplate in bye-law 16(4), shall be recovered from the registering entity. The OMD shall be removed at the risk of the registering entity by the Urban Local Bodies.
- (6) If an OMD has been removed in terms of bye-law 16(4), Urban Local Bodies shall promptly in writing inform the registering entity, about such removal of OMD.
- (7) Any OMD which has been removed and stored in terms of these regulation shall be released to its registering entity subject to payment of fee/charges as the Municipal Commissioner/Executive Officer/Special Officer may, specify, by an order, from time to time.

- (8) An unauthorized outdoor advertisement shall be removed promptly by the Urban Local Bodies. The Urban Local Bodies shall immediately dispose of such advertisement/structures on as-is where-is basis and shall prepare and implement such adequate process for such removal and disposal process.
- (9) The entire list of authorized registered Owner shall be displayed, without ownership display, for scrutiny by public at large and brands to identify and ensure that the advertisement being released by them is being mounted only on authorized OMDs. Failure to comply with above requirement shall be punishable under the Jharkhand Prevention of Defacement of the Property Act, 1987 ( 5 of 1987 ) and action against brand; manufacturer shall be taken by way of penalties as specified in the Act.

17. **Documentation:** The owner shall retain certified copies of all documentation relating to the application for approval of such device in terms of these regulation, for as long as OMD is erected or displayed, and shall on request by an authorized official, present such documentation.

18. **Serving of Notice:**

1. Any notice that is required to, or may be served, delivered or given in terms of, or for the purposes of these regulation, shall be served in any of the following ways:-
  - (i) by sending a copy of the notice by registered or under postal certificate to the last-known address of the person concerned/ registering entity, and, unless the contrary is proved, it is deemed that service was effected on the seventh day following the day on which the document was posted;
  - (ii) by faxing a copy of the notice to the person, if the person has in writing furnished a fax number to the Urban Local Bodies Authority;
  - (iii) by forwarding the notice through e-mail at the registered E-mail ID; and
  - (iv) by handing over a copy of the notice to the owner or any of the authorized representative of registering entity.

19. **Appeal:**

1. Any person, whose rights are affected by a decision of Municipal Commissioner/Executive Officer/Special Officer and an officer nominated by him in terms of or for the purposes of these regulation, may appeal against that decision to the Principal Secretary, Urban Development and Housing Department, Govt. of Jharkhand.
2. Before lodging an appeal, the affected person shall submit representation for seeking review of the decision of Municipal Commissioner/Executive Officer/Special Officer and an officer nominated by him.

**20. Offences & Penalties:**

1. Whosoever contravene any of the provision of these byelaws, shall be liable to fine/ penalty as specified under the Act.
2. In case of continuing violation beyond fifteen days, the entire building shall be debarred for display of advertisements and existing sites shall be declared unauthorized. It shall remain unauthorized for a minimum period of three months or till such OMD is made to comply with regulation, whichever is later. This fine shall be over and above the license fee which is required to be paid for unauthorized display of advertisement.
3. In case of unauthorized OMD installed by any unregistered entity, the brands (entity responsible for releasing/ placing advertisement on the said OMD) shall each be liable to a fine/ penalty specified under the Act. This fine shall be over and above the license fee which is required to be paid for unauthorized display of advertisement.
4. In case more than three separate instances of violation of OMD have occurred with the same registering entity, shall lead to blacklisting of the owner including its Directors for a period of three years. due to aforesaid black listing of the owner and Directors other OMD with the owner shall automatically become unauthorized. Reintroduction of eligible OMD shall be possible with fresh application requiring submission and evaluation.

**21. Indemnity:**

1. Registering Entities shall be required to indemnify the Urban Local Bodies for the designated OMDs and activities against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Urban Local Bodies which arise as a result of the installation or existence of OMDs.
2. Registering Entities shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of advertisement and the consequential claim shall be borne by Registering Entities who shall also indemnify and safeguard the Urban Local Bodies, its employees or any entity employed/appointed by Urban Local Bodies.

**22. Urban Local Bodies may strive for IT based solution for application, renewal and monitoring:**

1. The Urban Local Bodies may strive to adopt a transparent system for grant of permission for display of solution for outdoor advertisements and monitoring of the same. Urban Local Bodies may strive to develop an application, Information Technology based system for grant of such permission and monitoring. Urban Local Bodies may strive to prepare a GIS based Outdoor Media Master Plan for the areas which come under the jurisdiction of Urban

Local Bodies. All the existing and proposed OMD with their GPS coordinates will be marked on the GIS map of the City and the same will be available on the Website of Urban Local Bodies.

2. Salient features of the system shall be as follows:

- (i) these regulation and all notification related to outdoor media may be made available to general public by means of display of information on the website of Urban Local Bodies;
- (ii) online registration of entities may be enabled and the registering entities may be assigned a unique Identity number which shall be password protected for all future correspondence with Urban Local Bodies in matters related to Outdoor Media;
- (iii) all existing and proposed outdoor Media may be GPs tagged and may be available with Urban Local Bodies on a GIS map of the City;
- (iv) all applications for the installation of outdoor media shall be submitted online;
- (v) each outdoor media site may have unique code assigned to it which shall convey its authorization, ownership, location (GPS coordinates), type of media, size (area of display), advertisement/ license fee payable, validity of agreement for display of advertisement and any other information which in the opinion of Urban Local Bodies is required to be coded;
- (vi) approvals of all OMD shall also be given electronically by Municipal Commissioner/ Executive Officer/Special Officer; and
- (vii) all notices shall also be sent electronically to the defaulters registering entity.

23. **Interpretation -** Should any doubt arise as to the interpretation of any of the provisions of these Rules, the matter shall be referred to the Urban Development and Housing Department, whose decision thereon shall be final.

By the order of the Governor of Jharkhand,

**Arun Kumar Singh,**

Principal Secretary to Government.

**Annexure 1**  
**Registration Form (See bye-law 3(1))**  
**Urban Local Bodies**  
**Registration for display of Outdoor Advertisement**

1. Name of Company/Firm/Agency/Owner/Individual/Partner.....
  2. Registration Address: .....
  3. Telephone Contacts: ..... Business: .....  
Fax: .....
  4. E-Mail Address: .....
  5. Details of the Directors/Proprietors/ Partners:  
Serial No, Name Mobile No. Email Address number;  
  
(i)  
  
(ii)
  6. Type of entity: .....
  7. PAN Number: .....
  8. Service Tax Number: .....
  9. Registration Amount: .....
  10. The applicant firm, company has not been blacklisted by any Government entity in the last 3 years. Yes ☐ No ☐
  11. The applicant firm/company has no pending dues. Yes ☐ No ☐
  12. If yes please specify the total pending dues Yes ☐ No ☐
  13. The applicant firm/company has no court case pending Yes ☐ No ☐
- I/we shall hereby abide the terms and conditions and guidelines of advertisement bye-law/policy framed by the Urban Local Bodies. Also the information listed above is true and genuine and in case of adverse findings related to this, the registration shall stand cancelled. Yes ☐ Agree ☐

(In case of offline submission, please take print out of this form and submit it with the Demand Draft of such amount as specified by the Municipal Commissioner/Executive Officer/Special Officer, Urban Local Bodies time to time at Urban Local Bodies in favor of "Municipal Commissioner/Executive Officer/Special Officer, Urban Local Bodies, payable at .....") (Name of Place).

**Note :-** This is a typical format only and is subject to modification/amendments by the concerned Urban Local Bodies from time to time. Latest version from the website to be used always.



**Annexure 2**  
**Approval Form**  
**(See bye-law 4(3))**

No. ....

Date. ....

To,

.....

.....

Please refer to your application No-....., dated ..... for registration of installation of Outdoor Media Device for Display of Outdoor Advertisement.

Dear Sir,

This is with reference to your application regarding registration with Urban Local Bodies for installation of an Outdoor Media Device for display of outdoor advertisements.

It is to inform that following decision has been taken in consideration of your application:

1. Your application for registration is approved and unique identification number allotted to you is ..... Please use the same for all future correspondence with the Urban Local Bodies and for activating your account on the website of Urban Local Bodies.
2. Your application for new Media/ renewal is rejected on account of the following:
  - a. Incomplete application
  - b. Incorrect information provided
  - c. Pending dues with Municipal Corporation
  - d. Blacklisted status not verified
  - e. Others.....

Thanking You,  
Municipal Commissioner/Executive Officer/Special Officer,  
Urban Local Bodies.

Note : In case of rejection of application you may apply fresh on satisfying the above mentioned conditions.

Note: This is a typical format only and is subject to modification/amendment by the Urban Local Bodies from time to time.

**Annexure 3**  
**Application Form**  
**(See bye-law 5(1). 5(2)(viii))**

**FOR OFFICE USE ONLY**

District: .....	City: .....	Ward: .....	Zone: .....	Permit Number: .....
Road Street/Address: .....				
Date Granted: .....		Application No. : .....		
Permit Issue Date: .....		Permit Expired Date:.....		

**Section I – Fees (No Cash accepted by mail)**

Application Fee ( not refundable)

Account No. : .....	Bank Name: .....	IFSC code: .....
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Account Number: .....

Total fees charged: .....

**Section II– Typology (Check the appropriate box)**

Type A	Type B	Type C	Type D	Type E, F, G, H, I and J
<input type="checkbox"/> <b>A1.</b> Bus and IPT shelters	<input type="checkbox"/> <b>B1.</b> Metro/MR TS	<input type="checkbox"/> <b>C1.</b> Bill Boards/ Hoardings on public land	<input type="checkbox"/> <b>D1.</b> Billboards, building boards, wall wraps on Private Land/ Building	<input type="checkbox"/> <b>E1.</b> Temporary events
<input type="checkbox"/> <b>A2.</b> Bus and IPT route markers	<input type="checkbox"/> <b>B2.</b> Traffic barricading	<input type="checkbox"/> <b>C2.</b> Unipole, Monopole, Overhead arches on public land	<input type="checkbox"/> <b>D2.</b> Unipoles, Monopole, Overhead arches on Private Land/ Building	<input type="checkbox"/> <b>F1.</b> Tree guards
<input type="checkbox"/> <b>A3.</b> Foot over Bridges, toilet blocks and urinals	<input type="checkbox"/> <b>B3.</b> Public transport vehicle	<input type="checkbox"/> <b>C3.</b> Pole Kiosk, Lollipop on public land	<input type="checkbox"/> <b>D3.</b> Pole Kiosk, Lollipop on Private land / Building	<input type="checkbox"/> <b>G1.</b> Self Advertising

<input type="checkbox"/> <b>A4.</b> Cycle station  <input type="checkbox"/> <b>A5.</b> Police booth, parking booth, telephone booth, pre-paid taxi booth, bus/rail booking information booth, drinking water facility, vending kiosks, pole kiosks, kiosks outside colonies to facilitate directory/payment of bills etc.  <input type="checkbox"/> <b>A6</b> Sitting bench, garbage bins				<input type="checkbox"/> <b>H1.</b> Innovative advertising including Trailer advertising, Bicycle, Auto rickshaw, handcart or any vehicle  <input type="checkbox"/> <b>I1 .</b> In-cinema on screen advertising including sides and advertisement films (moving advertisements.)  <input type="checkbox"/> <b>J1.</b> Inside commercial building and public building
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**Section III - Applicant**

Name of the applicant (Please print or type name of firm or individual desiring permit); .....	Name of the Directors: .....	Unique Registration No.: .....	OMD ID: .....
Mailing address:	City:	State:	Office phone no/Mobile no.:

Permanent address: .....	City: .....	State: .....	Pin code: .....
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**Section IV - Property**

Public <input type="checkbox"/>	Private <input type="checkbox"/>			
Owner Name (person in control of property): .....	Address: ..... .....	City: ..... ..... .....	Pin code: .....	Phone no. : .....

**Section V – Display location information**

Area:	Location:	Street:	Land mark:
-------	-----------	---------	------------

.....	.....	.....	.....
<b>Section VI – Media Specification</b>			
Height: .....		Length: .....	
Size (in sq. ft.).....			
Material		Indicate Facing	
Metal	Wood	Others	Illumination
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes
			No
			<input type="checkbox"/>
			<input type="checkbox"/>
			N S E W
<b>Section VII – Required documents</b>			
Please upload the following documents.			
❖ Director's information			Upload
❖ Building Permit/Property Tax			Upload
❖ Pan No.			Upload
❖ Service Tax No.			Upload
❖ Certificate of Structural Engineer Ownership Details			Upload
❖ Agreement between the building owner and advertising agency			Upload
❖ Coordinates of OMD with GPS Location			Upload
❖ Photograph of the Site			Upload
❖ Sketch plan of the site			Upload
❖ Pending Dues (if any)			Upload
❖ Architectural Drawings (elevation, measurement scale 1:1000)			Upload

I/We hereby abide by all provisions of regulation framed by the Urban Local Bodies.

(In case offline submission, please take print out of this form and submit it with Demand Draft of such amount as specified by the Municipal Commissioner/Executive Officer/Special Officer, Urban Local Bodies in favour of “Municipal Commissioner/Executive Officer/Special Officer, Concerned Urban Local Bodies payable at.....)

Note :- This is a typical format only and is subject to modification/amendment by the Urban Local Bodies from time to time. Latest version from the website to be used always.

**Annexure 4****(See bye-law 6(4))****Approval letter by the Urban Local Bodies (name)**

No.....

Date:.....

To,

.....

.....

Please refer to your application no. ...., dated ..... for installation of New Outdoor Media Device/renewal for Display of Outdoor Advertisement.

Dear Sir,

This is with reference to your application regarding installation of New Outdoor Media device/renewal for display of Outdoor Advertisement by your Company. Firm/Agency with the Urban Local Bodies (Name),

.....

It is inform that following decision has been taken in consideration of your application:

1. Your application for New media/renewal is approved for erection/display of Outdoor Media Device from ..... (date) to ..... (date) of .....(size) (in sq. fts.) at ..... (location),.....within.....(zone/ward) limits of the Urban Local Bodies (name) And you are hereby directed to deposit the quarterly fees of Rs. .... Within 16 days of issue of this letter.
2. The unique ID allotted to new OMD is .....  
Your application for new Media/renewal is rejected on account of the following:
  1. Incomplete application
  2. Incorrect information provided
  3. Pending dues with Urban Local Bodies (Name)
  4. Blacklisted status not verified
  5. Others.

Thanking you,

Municipal Commissioner/Executive Officer/Special Officer,  
Urban Local Bodies (Name)

Note: In case of rejection of application you may apply fresh on satisfying the above mentioned conditions.

Note: This is a typical format only and is subject to modification/amendment by the Urban Local Bodies (Name) from time to time.

**Annexure 5**  
**(See bye-law 13)**

Typology		Typology Description	
<b>A.</b>		<b><u>Typology A</u></b> : OMDs on public Transport services/street furniture	
A1		Bus and Intermediate Public Transport (IPT) shelters	
A2		Bus IPT route markers	
A3		Foot Over Bridges, toilet blocks and urinals	
A4		Cycle station	
A5		Police booth, parking booth telephone booth, pre-paid taxi booth, bus/ rail booking information booth, drinking water facility, vending kiosks, pole kiosks, kiosks outside colonies to facilitate direction/payment of bills etc.	
A6		Sitting bench, garbage bins	
<b>B.</b>		<b><u>Typology B</u></b> : Advertising-OMDs on public transport system	
B1		Metro/MRTS	
B2		Traffic Barricading	
B3		Public transport vehicle	
<b>C.</b>		<b><u>Typology C</u></b> : OMDs on commercial advertising structures on public land	
C1		Bill Boards/Hoardings on public land	
C2		Unipole, Monopole, Overhead arches on public land	
C3		Pole Kiosk, Lollipop on public land	
<b>D.</b>		<b><u>Typology D</u></b> : OMDs on commercial advertising structures on private land	
D1		Billboards, building boards, wall wraps on Private Land/Building	
D2		Unipoles, Monopoles, Overhead arches on Private Land/Building	
D3		Pole Kiosk, Lollipop on Private land/Building	
<b>E.</b>		<b><u>Typology E</u></b> : events	
E1		Temporary events	
<b>F.</b>		<b><u>Typology F</u></b> : landscape advertising	
F1		Tree guards	
<b>G.</b>		<b><u>Typology G</u></b> : shop signage	
G1		Self Advertising	

<b>H.</b>		<b><u>Typology H</u></b> : Innovative advertising	
H1		<b>Innovative advertising</b> including Trailer advertising, Bicycle, Auto rickshaw, handcart or any vehicle	
<b>I.</b>		<b><u>Typology I</u></b> : cinema advertising	
I1		In-cinema on screen advertising including slides and advertisement films (Moving advertisements).	
<b>J.</b>		<b><u>Typology J</u></b> : inside commercial buildings and public buildings	
J1		Inside commercial building and public buildings	

The supporting structure shall have a non-reflective finish to prevent glare. The Outdoor Media Devices structure shall be well maintained at all times. It shall be painted in colours that are consistent with, and enhance the surroundings.

**Schedule 1****General Permission Criteria – Outdoor Media Devices****(See by-law – 13)****1. Traffic Hazard Potential Dependencies**

- (1) The traffic hazard potential of an OMD depends on its:
  - (i) Site Location: OMD's location from the road which is measured in terms of lateral and longitudinal displacements from the edge of the road. The hazard generally diminishes the further the device is away from the road.
  - (ii) Size of the OMD,
  - (iii) Luminance level of the OMD, and
  - (iv) Background and other such related issues.
- (2) An advertising device may be considered a traffic hazard, if it interferes with road safety or traffic efficiency.
  - (i) It interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or give way sign).
  - (ii) Distracts a driver at a critical time (e.g. making a decision at an intersection).
  - (iii) Obscures a driver's view of a road hazard (e.g. at corners of bends in the road).
  - (iv) Gives instructions to traffic to "stop", "halt" or other (e. g. give way or merge).
  - (v) Imitates a traffic control device.
  - (vi) Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users.
  - (vii) Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous.
  - (viii) If it violates the building regulation of Urban Local Bodies.

**2. Physical characteristics of OMDs**

- (i) The application of control on physical characteristics is intended to minimize the level of driver distraction. Control of the physical characteristics of Outdoor Advertising Devices shall relates to the:
  - a. Size and shape
  - b. Colour
  - c. Illumination and Luminance
  - d. Movement and Rotation
  - e. OMD Content



(ii) Size and Shape:

- a. OMDs shall not use shapes that could potentially result in an OMD being mistaken for the effectiveness of official traffic signs.
- b. The Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

(iii) Colour:

- a. OMDs shall not use colour combinations that could potentially result in being mistaken for an official traffic sign.
- b. The Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

(iv) Illumination and Luminance

- a. OMD shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light's,
- b. All lighting associated with the OMD shall be directed solely on the OMD and its immediate surrounds.
- c. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
- d. Illumination of OMD is to be concealed or be integral part of it.
- e. Up-lighting/upward pointing of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the OMD to prevent or minimize the escape of light beyond OMD.
- f. Any light source shall be shielded so that glare does not extend beyond the OMD.
- g. Non-static illuminated OMDs (flashing lights) are not permitted.
- h. The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 2300 hours (11 P.M) and sunrise by automatic timing devices or as specified by Municipal Commissioner/Executive Officer/Special Officer from time to time.
- i. OMDs containing retro-reflective material shall be rotated approximately 5 degrees away from the normal line of vehicle headlight beams in order to minimize specula reflection.

(v) Advertising Device Content

The Urban Local Bodies will generally rely upon self-regulatory controls within the Advertising industry to enforce minimum Advertising standards. Notwithstanding this approach, the Urban Local Bodies may take action to modify or remove any advertisement on the OMD that contravene the Advertising Industry's Code of Ethics, (refer List of Negative Advertisement provided in sub-rule 12(3) or that otherwise cause a traffic hazard.

(vi) **Legibility**

- a. For all categories of OMDs (other than OMDs which are directed at pedestrians), text elements on an OMD face should be easily discernible to traveling motorists. This will minimize drive distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertising message to the viewer and reduce the period of distraction.
- b. The content or graphic layout exhibited on OMD panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are appropriate. Under no circumstance should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.
- c. All OMDs shall be so designed as to maintain a proportion where, as a general rule, letters should not appear to occupy more than 20% of the OMD area, unless otherwise permitted by the Municipal Commissioner/Executive Officer/ Special Officer.

3. **Installation, Operations and Maintenance Development Criteria**

(1) The following criteria shall also apply:

- (i) Safe access shall be available to the OMD for erection, maintenance and alteration activities.
- (ii) The OMD and surrounding areas shall be kept in a clean and tidy condition.
- (iii) Unauthorized clearing, trimming, slashing and burning off or otherwise removal or destruction of vegetation is not permitted.
- (iv) Apart from accommodating vehicular and pedestrian traffic, road reserves are corridors for utility services such as power, telecommunications, gas, storm water, water supply and sewerage. The location of these services is known by other agencies with their own legislative right to install these services within the road reserve.
- (v) Urban Local Bodies does not know the accurate location of all underground services. The owner is responsible to co-ordinate, inform and communicate to relevant authorities before any excavation or fabrication on site work is to be undertaken, Municipal Authorities will provide all necessary assistance to the owner in obtaining necessary permission from the relevant authorities. Any liability, delay or accident that happens, is complete responsibility of the owner and in no way

Urban Local Bodies would be liable to help, support negotiate or waive off any of the conditions set in the agreement or these regulation.

- (vi) OMD owners are solely responsible for ensuring that during erection, maintenance, alteration and operation of an OMD, the device does not conflict with services of other things within the road reserve.
- (vii) Municipal Commissioner/Executive Officer/Special Officer may ask the owner to either replace or altogether remove any OMD to facilitate the work undertaken by utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening.

#### **4. Structure**

- (1) OMD structures devices shall be certified by a Structural Engineer practicing in the field of structural engineering. This requirement is not applicable to specific instances where the OMD is in the form of Advertisement pasted directly to the surface of a structure e.g. pasted sticker on a vehicle, wall wrap.
- (2) This certification confers compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions of this guide. The foundations shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc.
- (3) The supporting structure shall have a non-reflective finish to prevent glare.
- (4) The OMD structure shall be well maintained. It shall be painted in colours that are consistent with, and enhance, the surrounding area.
- (5) Official road furniture such as official signs and delineator guide posts shall not be used as the supporting structure of an OMD.
- (6) The name of the OMD license holder, Number of license/ media device identification number etc. shall be placed in a conspicuous position on the OMD as may be notified by Municipal Commissioner/Executive Officer/Special Officer from time to time.

#### **5. Electrical Connections**

- (1) Electrical connection to OMDs shall meet relevant Indian Standards.
- (2) Electrical connections to OMDs shall be designed to ensure there is no safety or traffic risk.
- (3) Electrical connections to OMDs shall be designed to be safe in the event of accidental knock down.
- (4) The owner is the power consumer and shall make application for power connection to obtain electricity connection from the respective electricity distribution company for illuminated display in his own name, for which Urban Local Bodies concerned land owning agency would provide necessary no objection certificate on the owner's request.
- (5) Any charges for power connection and supply shall be incurred directly by the Owner. A copy of the electricity supplier's letter of acceptance/billing

arrangement shall be submitted to Urban Local Bodies. Copies of the electricity charges paid to the electricity departments shall be submitted to the Urban Local Bodies every 3 months or as and when demanded by the Authority.

- (6) The electrical installation work shall be performed by a licensed electrical worker in accordance with the relevant Electricity Regulation and, the Wiring Rules and the relevant electricity supplier's requirements.
- (7) Adequate insulation and protection equipment and procedures shall be in place to protect maintenance and service personnel working on either the OMD or the road lighting circuit. For earthing, a separate earth electrode shall be used, and active and neutral conductors shall be used only for supply from the supply point.
- (8) A sketch plan shall be submitted to Urban Local Bodies showing the location from where the electricity is being drawn along with positing of various other ancillary requirements, duly signed by a qualified electrical engineer practicing in same field.
- (9) A copy of the electrical contractor's test certificate shall be provided to Urban Local Bodies. The switching device shall be of a type approved by the electricity supplier. Electrical components shall accord with relevant Indian Standards.

#### **6. Miscellaneous**

- (1) OMD's involving communication through sound, smell, etc. are not permitted.
- (2) No generator running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any OMD.

#### **7. INNOVATIVE OMD'S**

- (1) Specific permission shall be required to be obtained for Innovative OMDs such as LED, LCD and other such media.
- (2) This approval shall be for specified duration, and shall be in terms bye-law 6.
- (3) While driving the drivers glance from road to read the content of sign, and then glance back on road LED signs (without colour changes) are acceptable format of advertisement on building facade, since these are expected to be representing specific brand names and do not contain high visual information.
- (4) However, LCD/LED screen which typically contain high graphic and visual images shall be restricted to market areas, parking places, parks, walkways, primarily not facing vehicular movement of traffic.
- (5) Further, use of OMDs for distribution of Wi – Fi hotspots, mobile telephony antennae/ towers shall be permitted, based on specific project report.
- (6) Besides aforesaid, other criteria could be:

- (i) Frequency and extent of movement and colour change within a display.
  - (ii) OMD should be installed only where the required sign viewing time does not result in a safety problem for the particular environment.
  - (iii) There is adequate advance visibility to read the sign.
  - (iv) The environment is free from driver decision points and there is no competition with official traffic signs.
  - (v) The device is not a moving Outdoor Media Device.
  - (vi) Long duration display periods are preferred in order to minimize driver distraction and reduce the amount of perceived movement. Each screen should have a minimum display period of 8 seconds. The time taken for consecutive displays to change should be within 0.1 seconds.
  - (vii) The complete screen display should change instantaneously. Methods of display change such as 'fly in' or 'scroll', or any other type of message change, are not recommended.
  - (viii) Sequential message sets are not allowed.
  - (viii) The time limits will be reviewed periodically.
- (7) The world is dynamic today, everyday new technology evolves, the policy shall be open to adopting these new technologies provided they do not contravene any general permission criteria, and shall also be approved by the Municipal Commissioner/Executive Officer/ Special Officer. The permission shall be taken from the Municipal Commissioner/ Executive Officer/ Special Officer before implementing any such mediums.

## **8. Permission criteria**

- (1) All on premises OMDs/business/trade signs should be restricted to commercial areas and authorized business/ trade establishments within institutional areas.
- (2) No OMD shall be attached in any way to trees or shrubs.
- (3) No trade and business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.
- (4) On premise OMD in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings.

- (5) On premise OMD shall not in any form or manner interferes with openings required for light and ventilation.
- (6) Under no circumstances shall on premise OMD be located to obstruct or alter the frontal silhouette of any transparent/translucent surface/openings.
- (7) Non-illuminated transparent/translucent signs shall be permitted on transparent/translucent external surfaces at any level.
- (8) No trade and business sign shall be in any form or manner interfere with fire safety transit/exit space requirements and prescribed norms.
- (9) All on premise Outdoor Media Device should under no circumstances reflect activity/activities other than those undertaken within the premises.
- (10) No OMD shall contain additional Advertising-promoting products or services other than approve use of the premises or site irrespective of whether that product or service is provided, sold or available on the site.
- (11) All on Premise OMD shall have the compulsory required information as under:
  - (I) Name of the trade and business
  - (II) Shop/Premise number
- (12) All on premise OMD must conform to the prevailing laws with regard to decency, decorum, social harmony etc.
- (13) All on premise OMD must conform to structural/architectural discipline of the surface/edifice/building/ open areas.
- (14) The scale and location of a sign should be compatible not only with the building to which it is affixed but also take into consideration nearby buildings, streets and existing signs.
- (15) Materials used in all on premise OMDs should be non-polluting, fire resistant and injury proof.
- (16) Any new sign Media Device shall consider existing signs on a building, site or adjoining streetscape to ensure that the sign does not give rise to visual and/or physical clutter.
- (17) All signs shall have a minimal/maximum projection limits from a building.
- (18) The cabling and conduit should be concealed from view of the sign and any supporting structure from all angles, including visibility from the street level and nearby higher buildings and against the skyline.

- (19) No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.
- (20) Signs painted on or applied on the roof of a building are not permitted. Signs built and/or suspended from the roof at the roof level are also not permitted.
- (21) The sign information should be kept to a minimum in the interest of both aesthetics and traffic safety.
  - (i) Where subordinate information is allowed, the name or use of the business shall be the dominant message on the sign. No supplementary (as in bylines, product specifications, selling propositions) and subordinate information (addresses, telephone numbers, and other such details) which seeks the attention of drivers along vehicular stretches will be allowed as they present a traffic hazard.
  - (iii) Sign should be non-reflective such that they do not flash or glare at drivers on the streets. Signs should not use reflective surfaces as mirror foils etc. as the use of such material are visually disruptive to traffic and can be hazardous to oncoming drivers.

## **9. Maximum Permissible Area for on Premises Advertisement**

- (1) The maximum permissible area available for on premises (including buildings and land) advertisement is 75% (on each face of the building) of the total area (fascia) visible from public street/road. The said space shall be inclusive of 2% for shop signage.
- (2) Where no or little construction has happened in such cases the percentage area for outdoor media shall be percentage of ground area I.E assuming an FSI = I.E.G. petrol pumps, property under development etc.

## **10. Balloon Advertisement**

Advertisement by means of floating balloons in air/water bodies may be permitted. The height between the top of the balloon and road level shall not be less than 20 meters. The minimum height should be such as will not hinder safe traffic movement or not cover any existing advertisement.

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